

**IN THE CLAIMS**

**PLEASE AMEND THE CLAIMS AS FOLLOWS:**

1.-19. (cancelled)

20. (previously presented) A portable wireless media access device comprising:
- a wireless interface configured to provide session-based communication connectivity over a wireless network;
  - a proximity sensor configured to scan for and detect a remote wireless device capable of wireless communication with the portable wireless media access device, the wireless communication occurring over the wireless network;
  - memory configured to store audio/video content; and
  - a user interface configured to receive instructions related to access and playback of audio/video content stored in the memory, wherein at least one audio/video content selection stored in the memory is received over the wireless network.
21. (previously presented) The portable wireless media access device of claim 20, wherein the at least one audio/video content selection received over the wireless network is accompanied by data transmitted over a sideband carrier frequency.
22. (previously presented) The portable wireless media access device of claim 20, wherein the at least one audio/video content selection is streamed over the wireless network.

23. (previously presented) The portable wireless media access device of claim 20, wherein the at least one audio/video content selection is pulsed over the wireless network.
24. (previously presented) The portable wireless access device of claim 20, wherein the memory includes a removable memory card.
25. (previously presented) The portable wireless media access device of claim 20, wherein the proximity sensor automatically and continuously scans for a remote wireless device capable of wireless communication with the portable wireless media access device.
26. (currently amended) The portable wireless media access device of claim 20, wherein the proximity sensor scans for a remote wireless device capable of wireless communication with the portable wireless media access device and connects to the remote wireless device in response to an instruction received via the user interface.
27. (previously presented) The portable wireless media access device of claim 20, further comprising a transceiver configured to initiate a wireless communications session with a remote wireless device detected by the proximity sensor, the wireless communication session occurring over the wireless network.
28. (previously presented) The portable wireless media access device of claim 27, wherein the remote wireless device is a cellular phone.
29. (previously presented) The portable wireless media access device of claim 27, wherein the remote wireless device is a handheld media device.

30. (previously presented) The portable wireless media access device of claim 27, wherein the remote wireless device is a media display device configured to exchange interactive content with the portable wireless media access device.

31. (previously presented) The portable wireless media access device of claim 30, wherein the media display device is a billboard.

32. (previously presented) The portable wireless media access device of claim 30, wherein the media display device is a kiosk.

33. (previously presented) The portable wireless media access device of claim 20, wherein the at least one audio/video content selection received over the wireless network is from a content server.

34. (previously presented) The portable wireless media access device of claim 27, wherein the transceiver is further configured to establish a local area network of remote wireless devices detected by the proximity sensor.

35. (previously presented) The portable wireless media access device of claim 34, wherein the at least one audio/video content selection received over the wireless network is from a content server via an intermediate remote wireless device that is communicatively connected to the local area network.

36. (previously presented) The portable wireless media access device of claim 20, wherein the at least one audio/video content selection received over the wireless network is from a remote wireless device detected by the proximity sensor.

37. (previously presented) The portable wireless media access device of claim 34, wherein the at least one audio/video content selection received over the wireless network is from an intermediate remote wireless device that is communicatively connected to the local area network, the intermediate remote wireless device having received the at least one audio/video content selection from another remote wireless device that is communicatively connected to the localized area network.

38. (previously presented) The portable wireless media access device of claim 20, wherein the at least one audio/video content selection received over the wireless network is segmented.

39. (previously presented) The portable wireless media access device of claim 38, wherein a first segment of the segmented audio/video content selection is received from a first source and a second segment of the segmented audio/video content selection is received from a second source.

40. (cancelled)

41. (previously presented) The portable wireless media access device of claim 27, wherein the remote wireless device detected by the proximity sensor is identified by a serial number corresponding to that particular remote wireless device.

42. (previously presented) The portable wireless media access device of claim 20, further comprising a serial port for exchanging audio/video content with an external device via a serial cable.

43. (previously presented) The portable wireless media access device of claim 20, further comprising a docking port for exchanging audio/video content with an external device via a docking station.

44. (previously presented) The portable wireless media access device of claim 20, further comprising at least one audio/video port for providing audio/video content to an external playback device, wherein playback is controlled by the user interface of the portable wireless media access device.

45. (previously presented) The portable wireless media access device of claim 20, further comprising a digital camera configured to record video content for transmission to a remote wireless device via the wireless network.